REGION 1
Performance Summary

Situation - Although strengthening during the recent MBSS period, Marlboro's longer term trend (since early 1995) has been under-performing in the Northeast.

- **Share weakness most apparent in New York and Philadelphia Sections and convenience store trade class.**
- **Share trend relatively flat in Retail Master c-stores.**
- **Flat younger adult smoker shares.**

Issues

- **Overdeveloped and expanding Menthol category.**
  - **Strong Newport gains in some Markets**
- **Underdeveloped and stable Discount category.**
- **Extensive Premium promotional activities.**

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Source: https://www.industrydocuments.ucsf.edu/docs/myfy0004